

RETAIL

## MatchesFashion fetes 30 years with New York event series

March 23, 2017



*Image source MatchesFashion*

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By STAFF REPORTS

Retailer MatchesFashion is celebrating its 30th anniversary by taking up a residence in New York.

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From April 6-9, MatchesFashion will be hosting a series of talks, workshops and parties at an Upper East Side townhouse on 63rd Street. The retailer's physical stores are centered in London, making this event a means to connect with an American audience in-person on their home turf.

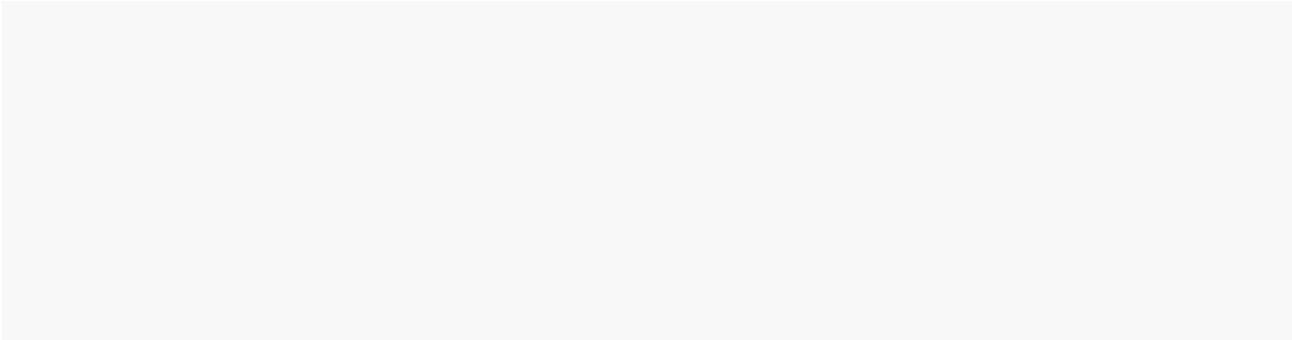
### Pop-up home

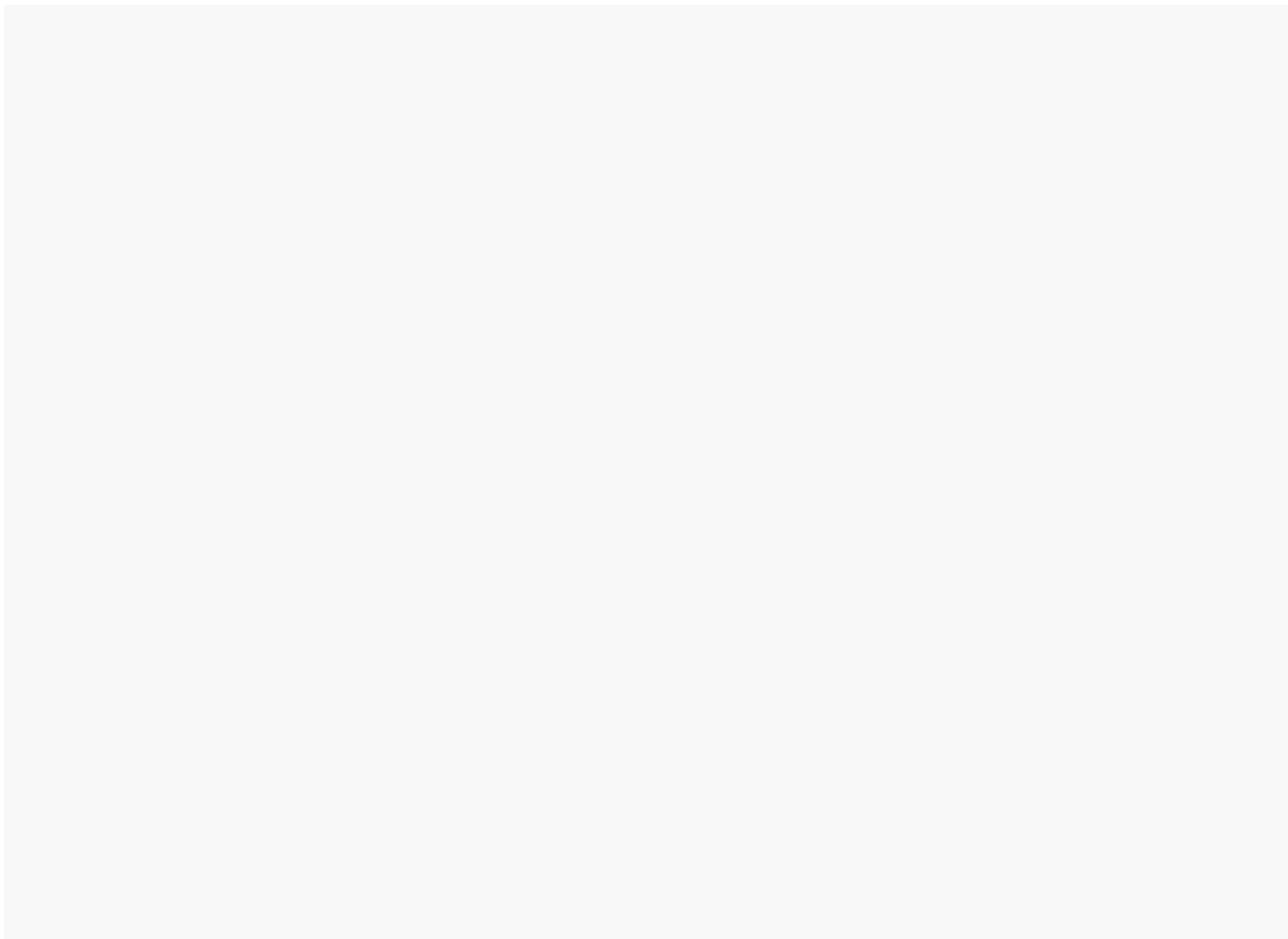
MatchesFashion's events include discussions on topics such as sustainability, fashion photography and vacations. There will also be classes on floral design, fitness and collecting.

Featured personalities include fashion designer Joseph Altuzara, Paddle8's Maura Smith and SkyTing Yoga founders Krissy and Chloe.

In addition to providing a venue for its panel discussions and workshops, MatchesFashion will also be using the townhouse to showcase fashions from both established and emerging labels.

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We're heading to #NewYork and we want you to come with us! Experience #fashion live and enter the world of #MATCHESFASHION at our In Residence event where you can preview the new collections, attend talks and meet #designers and innovators such as @altuzarra, @brockcollection and @gabrielahearst. Click the link in our bio to discover our programme of events celebrating our 30th anniversary and to RSVP. Not in #NYC? No problem you can follow it all using #MFX30yearsandcounting - from #bts action to live interviews, talks and workshops ?

A post shared by MATCHESFASHION.COM Woman (@matchesfashion) on Mar 23, 2017 at 4:04am PDT

Beyond New York, the retailer is planning similar InResidence experiences for Paris, Los Angeles and more.

Last year, MatchesFashion leveraged then new Facebook Live to bring to life a three-day events series happening at New York's WOM Townhouse.

MatchesFashion's set up its residency at 214 Lafayette Street beginning on Friday, April 15 and broadcast the weekend's happenings to a global audience. Recently launched, Facebook Live is the social network's live streaming tool that allows followers access to exclusive events, regardless of location, to increase interaction and engagement with brands in real time ([see story](#)).

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